

02713.002000

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	:	
THOMAS FRANCIS OLSON ET AL.	:	Examiner: Not Yet Assigned
Application No.: Not Yet Assigned	:	TC/Art Unit: Not Yet Assigned
(non-provisional application claiming benefit of Prov. Appl. No. 60/437,020	:	
Filed: Concurrently Herewith	:	
For: SYSTEM AND METHOD FOR BUYING AND SELLING SPOTS FOR ADVERTISEMENTS IN MASS- MARKET MEDIA	:	
	:	December 18, 2003

Commissioner for Patents
Mail Stop: Patent Application
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants make the following disclosure in connection with the present application:

Prior to December 31, 2001, Applicants were involved in certain activities related to the development and testing of aspects of a system for buying and selling spots for advertisements in mass-market media in connection with their employment by National Cable Corporation (NCC). NCC made presentations to five advertisement agencies in the fall of 2001. The primary purpose of these presentations was to recruit persons to participate in testing the system under development. Such testing is commonly referred to as "beta" testing. During the presentations, NCC informed the agencies that it was planning to publicly launch the system in January of 2002, and asked whether they would

assist NCC in beta testing the system prior to its launch. One agency, Initiative Media, agreed to assist NCC in the testing.

I. Saatchi & Saatchi

On September 6, 2001, NCC gave a slide presentation to the Saatchi & Saatchi advertisement agency in which slides concerning Spotcable.com were presented. None of the inventors recall that any demonstration of the existing system was made or that any tour of NCC's facilities was given. A copy of the slides used in the presentation are attached as Exhibit 1.

II. Initiative Media

On October 26, 2001, NCC gave a slide presentation to the advertisement agency Initiative Media concerning Spotcable.com and gave a tour of NCC's facilities. None of the inventors recall any demonstration of the system. A copy of the slides used in the presentation are attached as Exhibit 2.

As a result of the presentation, an employee of Initiative Media agreed to participate in beta testing. Between about November 12, 2001, and January 7, 2002, the Initiative Media participant was given a password and was trained to use the system. The Initiative Media participant tested the system in collaboration with NCC.

III. Carat

On November 30, 2001, NCC gave a slide presentation to the Carat advertisement agency concerning Spotcable.com. None of the inventors recall any demonstration of the system or tour of NCC's facilities was given. A copy of the slides for the Carat presentation are attached as Exhibit 3.

IV. LCI

On November 28, 2001, NCC gave a presentation to the advertisement agency LCI concerning Spotcable.com and gave a tour of NCC's facilities. None of the

inventors recall any demonstration of the system. Applicants have been unable to locate copies of any slides or other materials concerning that presentation.

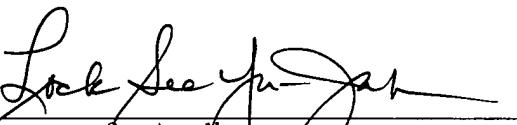
V. Starcom

In late November, 2001, NCC gave a presentation to the advertisement agency Starcom concerning Spotcable.com. None of the inventors recall that any demonstration of the system was given or that any tour was given of NCC's facilities. Applicants have been unable to locate copies of any slides or other materials concerning that presentation.

It is respectfully requested that the above information and attached exhibits be considered by the Examiner, and that a copy of the PTO-1449 form be returned indicating that such information has been considered.

Applicants' undersigned attorney may be reached in our New York office by telephone at (212) 218-2100. All correspondence should continue to be directed to our address given below.

Respectfully submitted,



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FORM PTO 1449 (*modified*)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICELIST OF REFERENCES CITED BY APPLICANT(S)
(Use several sheets if necessary)

ATTY DOCKET NO.

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APPLICATION NO.

Not Yet Assigned
(non-prov. of 60/437,020)

APPLICANT

THOMAS FRANCIS OLSON

FILING DATE

Concurrently Herewith

GROUP

Not Yet Assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	EXHIBIT	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES/NO/ OR ABSTRACT

OTHER DOCUMENT(S) (Including Author, Title, Date, Pertinent Pages, Etc.)

1	National Spot Cable: Mid Year 2001 Progress Report, National Cable Communications (NCC), September 6, 2001.
2	NCC's e-Business Strategy, National Cable Communications (NCC), October 26, 2001.
3	NCC's e-Business Strategy, National Cable Communications (NCC), November 14, 2001.

EXAMINER

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.